JING(KRISTEN) ZHANG

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Education

University of North Carolina at Charlotte Charlotte, NC
MA in Communication Studies Aug 2022 – Present
Advisor: Professor Min Jiang. *GPA: 4.00.*
Relevant Coursework: Communication Theory, Professional Seminar in Communication, Public Relations Theory, Communication Research Methods, Technology and Criminal Justice, Organizational Communication: Change, Conflict, and Crisis, Independent Study (In Progress), Advanced Statistics (PhD Level, In Progress), Media Technology: Form, Feeling, Force (In Progress).

Fudan University Shanghai, China
BA in Communication Sept 2016 – Jun 2021
Advisor: Professor Baohua Zhou. *GPA: 3.60. Major GPA: 3.81.*
Relevant Coursework: Communication Research Methods (A), Academic Writing (A), Data Analysis and Visualization (A).

The University of Sydney Sydney, Australia
Non-degree Exchange Program Feb 2019 – Jul 2019
Relevant Coursework: Communication and Social Change in China (HD, equally A in Australian academic system).

Peking University Beijing, China
Summer Program: Social Science and Research Training Jul 2020 – Aug 2020
Coursework: Principles of Applied Statistics for Social Sciences, Structural Equation Models, Stata and its Applications.

Research Interests

Communication Technology and Society, Authoritarian Media Environment, Social Media and Public Opinion, Media Institution and Platform, Technology Information Seeking, Crisis Management.

Peer-reviewed Conference Papers

[1][Accepted]Tech and ties in a collective way: Examining the intersection of technology use and social relations on self-organization in community group buying during Shanghai's pandemic lockdown.[pdf]
Zhang, J.
Paper will be presented at the 2023 annual conference of the National Communication Association (109th NCA), National Harbor, Maryland.
- Jing Zhang will be the presenter.

[2]Why and how do people consume video game live streaming on the platform? An exploratory study linking affordance-based gratification to user engagement.[pdf]

Zhang, J., Liu, R. (June 2023).

Paper presented at the 2023 annual conference of the International Association for Media and Communication Research (IAMCR), OCP, online. The Division of Digital Audiences.

- Jing Zhang was the presenter. [slide]

[3]Composition of and collaboration among communication scholars in twenty years of ICA journals (2000-2022).[pdf]

Hatfield, H. R., Hao, H., **Zhang, J.**, Klein, M. S., Fu, Y., Kim, J., Lee, J., Ahn, S. J. (May 2023).

Paper presented at the 2023 annual conference of the International Communication Association (73rd ICA), Toronto, Canada. The Division of Computational Methods.

[4]Under what circumstances will people seek scientific information? A structural equation model of communication factors, AI risk-benefit perception and information seeking in China.[pdf]

Zhang, J., Liu, R., Cui, D., Wu, F. (Jul 2022).

Paper presented at the 2022 annual conference of the International Association for Media and Communication Research (IAMCR), online, Beijing, China. The Division of Environment, Science and Risk Communication.

- Jing Zhang was the presenter. [slide].

[5]News-find-me perception and news consumption behavior in an algorithmic environment: an empirical study on algorithmic involvement in China.[pdf]

Zhang, J. (Oct 2020).

Paper presented at the 2020 International Communication Association (ICA) – Post Conference: International New Media Forum, Shanghai, China.

- This paper won one of the seven Top Student Paper Awards of the conference.

- Jing Zhang was the presenter. [slide]

Manuscripts Under Review

[1] Hatfield, H. R., Hao, H., Klein, M. S., Fu, Y., **Zhang, J.**, Kim, J., Lee, J., Ahn, S. J. (Under Review). **"Addressing whiteness in communication scholar composition and collaboration across seven decades of ICA journals (1951-2022)."** *Journal of Communication.*

This manuscript is an extended version of the ICA 2023 conference paper Composition of and collaboration among communication scholars in twenty years of ICA journals (2000-2022).

[2] **Zhang, J.**, Liu, R. (Under Review). **"Why do Chinese people consume video game live streaming on the platform? An exploratory study connecting affordance-based gratifications, user identification, and user engagement."** *Telematics and Informatics.*

* This manuscript is a revised version of the IAMCR 2023 conference paper *Why and how do people consume video game live streaming on the platform? An exploratory study linking affordance-based gratification to user engagement.*

Research Experience

Global Media and Internet Concentration. *Research Assistant*
Advisor: Professor Min Jiang (University of North Carolina at Charlotte)

Aug 2022 – Present

- Aimed at resolving the research problem of determining media ownership in China through a comprehensive data collection of the key players' revenue from 2000 to 2022 in 31 distinctive media sectors.
- Conducted rigorous empirical studies on media ownership in various divisions of the Chinese media industry, leading to novel insights and contributions to the field.

A national survey on fans practice, network connectedness and social participation of teenagers in Gen Z. *Research Assistant*
Advisor: Professor Fang Wu (Shanghai Jiaotong University)

Jan 2020 – Mar 2020

- Developed a questionnaire to investigate the online political discussion and charitable behavior of fan communities in China during the COVID-19 pandemic.
- Obtained a sample size of over 1000 individuals through strategic distribution and promotion of the questionnaire on popular social media platforms utilized by the target population.

Teaching Experience

Department of Communication Studies, University of North Carolina at Charlotte, Charlotte, NC, USA
Teaching Assistant
• *COMM 2100: Introduction to Communication Theory (Fall 2023)*, Professor Sayde Brais., 115 students.
- Held discussion sessions for all students twice a week, and create a tutorial website on comm theory to provide notes and slides. [link]
• *COMM 3100: Communication Research Methods (Spring 2023)*, Professor Brandy Stamper, 78 students.
• *COMM 1101: Public Speaking (Fall 2022)*, Professor Brandy Stamper, 22 students.
- Created a playlist of tutorial videos on Youtube to introduce and explain public speaking strategies: Attention-getting strategies, Using support and creating arguments, Media to use for presentation aids, Keynote speaking.

Journalism School, Fudan University, Shanghai, China
Teaching Assistant
• *JOUR 120008: Introduction to Journalism (Spring 2020)*, Professor Di Cui, 75 students.

Media Practice

Plastic Bridge Love Podcast Host   Xiaoyuzhou Platform
A culture-related Chinese podcast covering new trends   Nov 2021 – Present
• Presented on a diverse range of topics, including but not limited to dating applications, language learning, Shanghai lockdown, book reviews, women's health, and transgender studies.
• Hosted numerous guest speakers, including scholars and freelancers, to share their research and personal experiences with the audience.

People's Network Shanghai Channel News Editor   Shanghai, China
Journalist and News Editor   Summer 2018
• Published 15 news articles on various topics, including the 40th anniversary of China's opening up, the preservation of historic restaurants in Shanghai, and other relevant issues.

Academic Service and Leadership

Co-chairing Panel
Centering Student Mental Health as a Communicative Process and Project: Experiences with Student-Centered Learning in Graduate Education.
Teaching Panel at the 2023 Annual Conference of the Carolina Communication Association (CCA)   Sept 2023
- Proposed this panel with Prof. Stephanie Norander from University of North Carolina at Charlotte.
- Invited graduate students to discuss the topic on mental health during graduate study.

Conference Reviews
Paper reviewer at AEJMC 2020

Volunteer Experience
Student Volunteer at NCA 2023.

College and Department
Treasurer, the Communication Studies Graduate Student Association (University of North Carolina at Charlotte)
                                          Jul 2023 – Present

Grants

Travel Grants
2023   Merit Scholarship (University of North Carolina at Charlotte) $1500

Honors and Scholarships

Academic Awards

2020   Top Student Paper at 2020 ICA-Post Conference: International New Media Forum

Other Honors and Awards

2022-2023 Graduate School Grant (University of North Carolina at Charlotte)
                                                                           $6000

2022-2024 Graduate Assistantship (University of North Carolina at Charlotte)

2020   Outstanding Graduate Scholarship (Fudan University)   3000CNY

2018   Fudan Excellent Student (Fudan University)

2017,2018 National Encouragement Scholarship (Ministry of Education in China)

                                                                           5000CNY

2017,2018 Outstanding Student Scholarship (Fudan University)   3000CNY

Skills

Research Skills

Research Design: Experiments, Surveys, Content Analysis, Design Interview Guides and Focus Group Scripts.

Quantitative Analysis Methods: Regressions, ANOVA Analysis, Factor Analysis, Structural Equation Model (SEM).

Qualitative Methods: Interviews, Focus Groups, Ethnography, Case Study.

Programming

Statistical Analysis: SPSS, AMOS, STATA, R Studio.

Others: LaTex, Python.

Courses taken: Python for Everybody Specialization (Coursera), Applied Text Mining in Python (Coursera).

Other Interests

Reading, Photography, Movies, etc.